

OBESITY PREVENTION PROGRAM
Arizona Department of Health Services
WORKSITE WORKGROUP OBJECTIVES AND STRATEGIES

ASSUMPTIONS:

In developing strategies for the state plan, several components were addressed which the group agreed must be present *throughout* the plan and are implied in *each* of the Healthcare goals.

These are:

1. Address all sizes and types of employers including small, large, private, non-profit, government, healthcare industries, etc.
2. Exploration of what it takes for employers to decide to fund and implement a wellness program for employees is needed to implement all objectives
3. Developing and coordinating obesity prevention activities between “spheres of influence” and Healthy Community 2010 partnerships should be overarching goals throughout the plan.
4. There was strong consensus that all objectives and strategies should consider and address the need of all individuals, including those with special health care needs.

OBJECTIVE #1

Encourage/Recommend and support work cultures that promote and are models for conducive, supportive of physical activity and healthy eating.

Strategy A:

Develop/Identify and implement a stage of readiness tool for employers/businesses to assess the potential for or existing workplace wellness programs.

Action Steps:

- Determine experts to develop/identify tool
- Identify/Develop tool
- Determine what the expected outcome for use of the tool
- Use a systematic approach for referral to resources and toolbox website

Target audience:

- Decision makers within companies
- Wellness Committees
- Wellness Professionals
- Human Resources/Benefits Administration

Organizations for participation included:

- Research Institutes
- Colleges/Universities
- Technology Experts
- Small and large employers
- WELCOA
- Kaiser Permanente
- American Cancer Society
- University of Arizona

- Restaurants/Culinary Organizations

Strategy B:

Create/Identify a web-based health promotion best practices resource and toolbox for employers to assist with developing their wellness programs (including physical activity and healthy eating).

Action Steps:

- Determine where technical support for website will come from
- Convene a “creative” team in conjunction with technical support
- Identify subject matter experts to participate in development
- Conduct a focus group of employers and wellness coordinators to help determine content
- Convene experts to develop content for resource and toolbox
- Educate/promote use of the website
- Encourage and provide ideas and resources for providing healthy foods at meetings, fairs, and other events.

Target audience:

- Large and small employers
- Wellness Professionals
- Employee Wellness Committees

Organizations for participation included:

- WELCOA/WELCOAZ
- Kronos Optimal Health
- Weight Watchers
- Healthcare organization service providers
- Representation from all sizes of employers
- Technology team
- Community Colleges and Universities
- Government Cooperative Extension
- Counties
- National Business Group on Health
- University of Arizona
- Local gyms
- Walking clubs
- Parks and Rec

OBJECTIVE #2

Develop/create a wellness market within employer and employee groups.

Strategy A:

Create a public media campaign aimed at employers and employees that stress the benefits of wellness at the workplace.

Action Steps:

- Conduct focus groups on messages
- Determine media outlets

- Secure production resources

Target audience:

- Employees
- Employers

Organizations for participation included:

- Small and large employers
- Marketing experts
- Media representation
- Employees
- Community colleges/universities (use interns)
- Job Services/Department of Economic Security
- Recruiters
- University of Arizona

Strategy B:

Educate employers on the benefits of wellness programs at work

Action Steps:

- Identify existing data/information that supports cost benefit specifics on workplace wellness
- Conduct a focus group of employers to determine what will convince them to start a wellness program in their worksite
- Create a peer to peer advocacy group for employers
- Create a group to advocate and influence employers to start a wellness program
- Explore possibilities/ideas for incentives to employers to adopt a wellness program
- Develop cost benefit educational packet (matching the demographics of employers)

Target audience:

- All sizes of employers
- Spanish speaking employers
- Wellness Professionals

Organizations for participation included:

- Health Departments
- Governor's Office
- Business Leaders
- Wellness Professionals
- Health Insurance/Plans
- Health Research groups
- Institute for Health and Productivity Management
- University of Arizona

Strategy C:

Create a healthy worksite designation in support of a healthy worksite that would include a proclamation and media campaign to promote program and awards.

Action Steps:

- Develop criteria for award levels
- Develop questionnaire/application
- Determine media timeline and campaign messages/avenues
- Have a proclamation event in support of program
- Link media and application to the resource websites (so that worksites can take the steps necessary to qualify)
- Create a website to recognize and profile award winners

Target audience:

- All employers
- Wellness professionals

Organizations for participation included:

- WELCOA
- ADHS
- University of Arizona

OBJECTIVE #3

Encourage worksites to implement a worksite breast-feeding policy and establish a workplace facility to accommodate actual breast-feeding at work.

Strategy A:

Promote/advocate for worksite breast-feeding policies and facilities

Action Steps:

- Create/Identify letter and fact sheets summarizing the benefits of breast-feeding
- Create/Identify brochures on breast-feeding benefits at work for employers and employees to encourage the implementation of breast-feeding program/policy
- Work with lactation nurses and breastfeeding counselors to educate hospital patients to breast-feed at work as well as to be an advocate for a breast-feeding policy at their worksites
- Provide a comfortable environment when pumping is the alternative

Target audience:

- Human Resources personnel
- Decision makers
- Working mothers
- Employees
- Wellness Professionals

Organizations for participation included:

- LaLeche organization
- Hospital lactation nurses
- Governors Offices and ADHS
- Women, Infant and Children's program (WIC)
- Maricopa County-model program
- Arizona breast feeding coalition
- ADHS (OCDPNS) Breast feeding Coordinator
- American College of Obstetricians and Gynecologists
- University of Arizona

- County Health Departments
- Shopping Centers